

BEFORE THE  
FLORIDA PUBLIC SERVICE COMMISSION

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FPSC - COMMISSION CLERK

In the Matter of:

DOCKET NO. 20170039-TP

REQUEST FOR SUBMISSION OF  
PROPOSALS FOR RELAY  
SERVICE, BEGINNING IN  
MARCH 2018, FOR THE DEAF,  
HARD OF HEARING,  
DEAF/BLIND, OR SPEECH  
IMPAIRED, AND OTHER  
IMPLEMENTATION MATTERS IN  
COMPLIANCE WITH THE  
FLORIDA TELECOMMUNICATIONS  
ACCESS SYSTEM ACT OF 1991.

PROCEEDINGS: TELECOMMUNICATIONS ACCESS SYSTEM ACT  
ADVISORY COMMITTEE

STAFF

PARTICIPATING: CURTIS WILLIAMS  
KATHRYN COWDERY  
JEFF BATES  
CAYCE HINTON  
GREG FOGLEMAN

DATE: Wednesday, April 24, 2019

TIME: Commenced: 1:30 p.m.  
Concluded: 3:15 p.m.

PLACE: Gerald L. Gunter Building  
Room 105  
2540 Shumard Oak Boulevard  
Tallahassee, Florida 32399-0850

REPORTED BY: DEBRA R. KRICK  
Court Reporter

PREMIER REPORTING  
114 W. 5TH AVENUE  
TALLAHASSEE, FLORIDA  
(850) 894-0828

## 1 APPEARANCES:

2 CURTIS WILLIAMS, PSC staff  
KATHRYN COWDERY, PSC staff  
3 JEFF BATES, PSC staff  
CAYCE HINTON, PSC staff  
4 GREG FOGLEMAN, PSC staff  
MARK LONG, PSC staff  
5 CHARLES MURPHY, PSC staff  
JAMES FORSTALL, FTRI  
6 ELISSA MORAN, FTRI  
JEFF BRANCH, Sprint Relay  
7 MARGARET-LYNN DUGGAR, Florida Council on Aging  
MARYROSE SIRIANNI, AT&T

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## 9 TELEPHONIC APPEARANCES:

10 RICK KOTTLER, Deaf and Hard of Hearing  
Services of the Treasure Coast, Inc.  
11 TIM WATA, Florida Association of the Deaf  
MARGARET BROWN, Center for Hearing and Communications  
12 CHERYL RHODES, Florida Deaf and Blind Association

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## 1 P R O C E E D I N G S

2 MR. WILLIAMS: Afternoon, everyone. Those  
3 that are here, and for our participants that are on  
4 the phone, I am Curtis Williams with the Office of  
5 Industry Development & Market Analysis here at the  
6 Florida Public Service Commission. We are going to  
7 go ahead and call the meeting to order.

8 First, I would like to ask Ms. Kathryn Cowdery  
9 to read the notice.

10 MS. COWDERY: Pursuant to notice issued, this  
11 time, date and place were set for this meeting of  
12 the Telecommunications Access System Act Advisory  
13 Committee in Docket Number 20170039-TP.

14 MR. WILLIAMS: Thank you.

15 Everyone should have received a copy of the  
16 meeting agenda and the presentations. So at this  
17 time, we will proceed with the agenda as printed.

18 I would like first go over a few initial  
19 meeting notes. As Mr. Casey pointed out, if you  
20 are here, and if you are participating by phone,  
21 since we do have quite a few individuals  
22 participating by phone, I want to ask that you  
23 please keep your phone on mute until you are ready  
24 to speak to limit any background noise and  
25 interference with the meeting.

1           And if you are participating by phone, if you  
2           do put your phone on mute, please be aware, if you  
3           have any background music on hold, or anything of  
4           that nature, that may interfere with the meeting.

5           Also, we ask that you please silence your  
6           mobile devices, if you have any devices here.

7           Please make sure -- again, I think everyone  
8           here put your phone on mute, but when you do get  
9           ready to speak, make sure you push the button. The  
10          green light should be on. And before you speak,  
11          please state your name when making comments, and  
12          that's for the benefit of our court reporter. She  
13          will greatly appreciate it. That's for the record,  
14          so I want to thank everyone for doing that.

15          At this time, we will go ahead and take  
16          appearances.

17          Again, I am Curtis Williams with the Office of  
18          Industry Development & Market Analysis.

19          We will start with individuals here for  
20          appearances, and then we will proceed with  
21          individuals that are on the phone.

22          MR. BATES: Jeff Bates, Industry Development &  
23          Market Analysis.

24          MS. COWDERY: Kathryn Cowdery. I am with the  
25          Office of General Counsel at the Public Service

1 Commission.

2 MS. DUGGAR: Margaret Lynn Duggar. I am a new  
3 member.

4 MS. MORAN: Elissa Moran -- Elissa Moran from  
5 FTRI.

6 MR. FORSTALL: James Forstall, Florida  
7 Telecommunications Relay.

8 MR. BRANCH: Jeff Branch with Sprint  
9 Accessibility.

10 MS. SIRIANNI: Maryrose Sirianni, AT&T.

11 MR. WILLIAMS: At this time, we will proceed  
12 with individuals that are on the phone, so someone  
13 can jump in.

14 MS. BROWN: Margaret Brown, City Commission  
15 for the City of Weston, and the Executive Director  
16 for the Center for Hearing and Communication in Ft.  
17 Lauderdale.

18 MR. WILLIAMS: Thank you, Ms. Brown.

19 MR. KOTTLER: This is Rick Kottler  
20 representing Deaf Service Center Association.

21 MR. WILLIAMS: Thank you, Mr. Kottler.

22 MR. WATA: Hi, this is Timothy Wata  
23 representing for Florida Association for the Deaf.

24 MR. WILLIAMS: Thank you, Mr. Wata.

25 Do we have anyone else participating by phone?

1           Okay, hearing none, before we proceed, I would  
2           like to just first just recognize that we do have  
3           three new members, Ms. Duggar already introduced  
4           herself, and pointed out that she's one of our  
5           newer members. We also have Ms. Hagner, who is  
6           scheduled to call in.

7           Ms. Hagner is with the Florida Coordinating  
8           Council, our representative of the Florida  
9           Coordinating Council for the Deaf and Hard of  
10          Hearing and the Hearing Loss Association.

11          Ms. Margaret Brown, she -- she's also a new  
12          member. She's not as new as Ms. Hagner or  
13          Ms. Duggar, but she's one of our newer members, and  
14          she's already introduced herself. So we want to  
15          just welcome everyone, and just thank you for your  
16          service, and thank you for your participation.

17          At this time, we will go ahead and start with  
18          the presentations. We will have staff presentation  
19          and --

20          MS. SIRIANNI: Is my head right in the middle?

21          MR. WILLIAMS: No, you are fine. You are  
22          fine. You are fine.

23          MS. SIRIANNI: I will just move over.

24          MR. WILLIAMS: We will first have a  
25          presentation by our staff. We will provide an

1 overview of PSC updates, and also provide an update  
2 of FCC activities. That will be followed by a  
3 presentation by Mr. James Forstall with FTRI, and  
4 they will give an overview of FTRI's proposed  
5 budget. And then we will have a presentation by  
6 Sprint on relay activities in the state of Florida.

7 So at this time, I will give a quick update on  
8 PSC activities. Just as a reminder, just to let  
9 everyone know that PSC, we publish an annual report  
10 each year at the end of the year, and we publish  
11 the 2018 Relay Report. It's on our website, and we  
12 have the link to the website on the presentations  
13 that we provided to you.

14 The FPSC Annual Report incorporates FTRI's  
15 Annual Report. So the information that they pulled  
16 together is contained within our report, and then  
17 we add to that activities that the Public Service  
18 Commission actually performed during the year  
19 related to relay. And we provide an update on FCC  
20 activities, and just compile everything on an  
21 annual basis. So that's a real good document to  
22 review.

23 The next point, on March 1st, 2019, FTRI filed  
24 its fiscal year 2019-2020 proposed budget with the  
25 Commission. It's their annual proposed budget. I

1 am not going to get into the details. I will defer  
2 to FTRI, and they will provide us with, as they  
3 always do, a thorough presentation on their  
4 proposed budget for the upcoming fiscal year.

5 On May 30th, 2019, this year, PSC staff is  
6 scheduled to file a recommendation on the proposed  
7 budget, and we are scheduled to take the  
8 recommendation to the June 11th conference for  
9 Commissioners to consider staff's recommendation.

10 Are there any questions?

11 At this time, I will defer to Mr. Bates, who  
12 will provide an overview of FCC activities related  
13 to relay.

14 MR. BATES: Good afternoon.

15 On October 31st, 2018, the Consumer and  
16 Governmental Affairs Bureau granted the limited  
17 waiver of the expiration date for at-home VRS. The  
18 pilot program was extended to April 30th, 2019.

19 November 1st, 2018 -- November 1st, 2018,  
20 Sprint Corporation filed a petition to establish a  
21 new rate-making methodology for IP Relay --  
22 Relay -- and proposed a hybrid rate methodology to  
23 set future rates for IP Relay Service based on a  
24 combination of the multistate average rate  
25 structure and provider costs.



1           The Consumer and Governmental Affairs Bureau  
2           sought comment on the petition, with comments due  
3           December 7th, and reply comments due on  
4           December 24th.

5           On March 21st, 2019, Sprint Corporation filed  
6           a request for interim waivers to recover costs for  
7           IP Relay Service. They argued that granting the  
8           waivers will ensure its ability to continue  
9           providing IP Relay Service. And on March 28th,  
10          2019, the Consumer and Governmental Affairs Bureau  
11          released a public notice seeking comments by  
12          April 8th, with reply comments due April 15th,  
13          2019.

14          On February 15th, 2019, the FCC released its  
15          report and order further notice of proposed  
16          rule-making and order FCC 19-11, to improve  
17          Internet Protocol Captioned Telephone Service,  
18          enhance the IP CTS program management and prevent  
19          waste, fraud and abuse.

20          The notice released by the FCC on March 20th  
21          noted that, on March 8th, summary of the report and  
22          order was published in the Federal Register and  
23          adopted the rules -- and the adopted rules went  
24          into effect April 8th, 2019.

25          Then on March 14th, a summary of the further

1 notice of proposed rule-making was published in the  
2 Federal Register. Comments related to the further  
3 notice were to be filed on or before April 15th,  
4 and reply comments must be filed on or before  
5 April 29th, 2019.

6 MR. WILLIAMS: Just as a follow-up to  
7 Mr. Bates' comments regarding the further notice of  
8 proposed rule-making regarding Internet Protocol  
9 Captioned Telephone Service, IP CTS. As those of  
10 you who participated in the last meeting, and for  
11 the benefit of those who are here now, the -- we  
12 presented, at our last meeting, the -- an overview  
13 of the comments filed by the Florida Public Service  
14 Commission. We did file comments in response to  
15 the FCC's proposed rule-making, and those comments  
16 were accepted by the FCC.

17 And this is a -- it's a pretty involved  
18 docket, and it -- it is -- we anticipate that it  
19 will continue to evolve over a period of time.

20 The next step here, the one that we presented  
21 here, really addresses implementation of a piece of  
22 the FCC's order, which is to really look at a lot  
23 of the waste, and the fraud and abuse, and taking  
24 measures to address some of those issues. That was  
25 kind of like the first step. So the FCC has taken

1           that step.

2           Our comments, the Florida Public Service  
3           Commission's comments primarily addressed another  
4           part of that order, which related to delegating --  
5           possibly delegating authority to the state  
6           commissions regarding IP CTS. And we presented  
7           some points in that, as we discussed during our  
8           last meeting. And we will continue to monitor that  
9           docket, and be involved in that docket, and keep  
10          you all abreast.

11          So with that, are there any questions or  
12          comments regarding the FPSC updates or the FCC  
13          updates?

14          Hearing none, at this time, we will proceed  
15          with FTRI's presentation on their proposed budget  
16          with Mr. Forstall and Ms. Moran. Yes.

17          MS. MORAN: Curtis, are you afraid to try to  
18          pronounce my first name?

19          MR. WILLIAMS: Yes, I am, but I normally  
20          pronounce last names better, and so it's more --

21          MS. MORAN: You are welcome to call me  
22          Ms. Moran.

23          MR. WILLIAMS: Okay.

24          MS. MORAN: But if you also think of it in  
25          terms of Melissa with no M. For some reason at

1           that seems to be helpful for people. Elissa, or  
2           Alissa, a either one will work. Thank you, Curtis.

3           MR. WILLIAMS: Thank you.

4           Did everyone get that?

5           Mr. Forstall.

6           MR. FORSTALL: Okay. Thank you.

7           Good afternoon, everyone.

8           Before you, I am -- if you have the FTRI  
9           PowerPoint presentation, I am going to be talking  
10          about the proposed budget for fiscal year 2019 and  
11          2000 -- I am sorry, 2019 and 2020.

12          It's proposed -- it was proposed to the FTRI  
13          Board of Directors to approve a recommendation to  
14          maintain the surcharge level at 10 cents for the  
15          next fiscal year.

16          The budget, as approved by the Board, projects  
17          total revenue to be \$5,409,709, and total expenses  
18          to be \$5,705,082. A difference of \$295,373 is to  
19          be covered by the surplus.

20          Next slide.

21          As of February 2019, FTRI has over 550,000  
22          individuals in its client database. It is  
23          evidenced that FTRI and it's contracted regional  
24          distribution centers are reaching out to meet the  
25          telecommunication access needs of residents who are

1 deaf, hard of hearing, deaf/blind or speech  
2 disabled.

3 Outreach continues to be a very large part of  
4 our efforts and plans underway to reach out to the  
5 estimated more than three million potential clients  
6 with hearing loss or speech difficulties in  
7 Florida.

8 Next slide.

9 The surcharge revenue for fiscal year  
10 2019-2020 are based on the four percent decrease in  
11 the total number of access lines reported and  
12 estimated in fiscal year 2018 and 2019.

13 MR. WILLIAMS: Yes. This is Curtis Williams.  
14 We have someone who just joined us.

15 MS. RHODES: Hi there. This is Cheryl Rhodes  
16 for Florida Deaf & Blind Association.

17 MR. WILLIAMS: Welcome, Cheryl. We -- just to  
18 let you know, we are at the point in the meeting  
19 where Mr. James Forstall is providing his  
20 presentation on FTRI's proposed budget. Welcome.

21 Mr. Forstall.

22 MR. FORSTALL: Okay. At the next chart, you  
23 will see a graph of the access lines, how it's been  
24 decreasing over the last few years. It's pretty on  
25 a straight decline down, four percent -- four to

1 five percent a year.

2 MR. WILLIAMS: Mr. Forstall, just for  
3 clarification on the number of access lines, I know  
4 it shows the continuous decline in the number of  
5 access lines. Do you, in your projections -- and I  
6 don't want to put you on the spot, but do you see a  
7 continued decline as presented in the graph there?

8 MR. FORSTALL: Yes, we do. And now, keep in  
9 mind that the only collection -- the only phone  
10 companies we collect from are landlines. We do not  
11 collect from wireless. And not all cable companies  
12 prescribe or submit.

13 MR. KOTTLER: Curtis, this is Rick. Can I  
14 interrupt for one second?

15 MR. WILLIAMS: Yes.

16 MR. KOTTLER: Somebody has not muted their  
17 line, so you are breaking up on your transmission.

18 MR. WILLIAMS: Okay. Thank you for that.

19 Again, as a reminder, we do have quite a few  
20 individuals calling in, and we ask that you please  
21 mute your phone until you are ready to speak to  
22 eliminate any background noise. It sounds like it  
23 has been corrected, so we will proceed. Thank you.

24 MR. FORSTALL: Okay. Thank you.

25 Does that answer your question?

1 MR. WILLIAMS: Yes. Thank you.

2 MR. FORSTALL: Category I -- the next slide,  
3 please -- is the Florida relay, fiscal year 2019  
4 and 2020 budget for relay based on projections  
5 submitted by the relay provider.

6 The new contract rate is \$1 and 35 minutes --  
7 I am sorry, \$1.35 per billable minute for TRS, and  
8 \$1.69 per billable minute for captioned telephone  
9 service.

10 Using the data submitted by the relay  
11 provider, it is estimated the cost will be  
12 \$1,549,431 for the TRS billable costs, and for  
13 CapTel billable costs, it is \$1,006,728.

14 Next slide, please, is the Category II,  
15 equipment and repairs. This category consists of  
16 all the equipment purchased, as well as repairs.  
17 FTRI is projecting fiscal year-end 2019 to 2020 the  
18 expenditures to be \$948,053.

19 The next slide, please, is Category III, which  
20 is equipment distribution and training.

21 FTRI contracts with nonprofit associations  
22 throughout the state. And we have 27 what we call  
23 regional distribution centers or RDCs. And the  
24 majority of the -- just about all of them are all  
25 nonprofit agencies. And the majority of them are

1 deaf service centers, centers for independent  
2 living and speech and hearing centers, and they  
3 make up the majority of our centers.

4 And it is statement estimated that the RDCs  
5 and FTRI will have provided over 16,677 pieces of  
6 equipment and training services to clients during  
7 the current fiscal year.

8 Total for fiscal year 2019-20 proposed budget  
9 for Category III is \$707,389.

10 If you notice -- if you go back the one slide,  
11 please. If you notice, in the picture, there is a  
12 van there in the middle, you will see the Sertoma  
13 van, which is a mobile -- it is a mobile  
14 distribution, if you consider it that way. They  
15 will go to events and they will screen individuals  
16 on their hearing and, at the same time, if they  
17 qualify, they will receive the equipment and get  
18 training. We have another center that also has a  
19 mobile de -- mobile van that travels throughout the  
20 state.

21 And Sertoma is located in New Port Richey, and  
22 they travel as far as Miami. And recently, we have  
23 been able to partner two of the regional  
24 distribution centers in the area to work together,  
25 with them providing the screening and the other



1 center providing the distribution. So that's kind  
2 of what we are hoping to accomplishing accomplish  
3 going forward, is to be mobile to go to places  
4 where there are no regional the distribution  
5 centers.

6 In addition to that, the van, they go to  
7 public schools and they provide free screening to  
8 children. So that's their -- one of their primary  
9 missions, and we thought it was a good fit for us  
10 to contract with them for the FTRI program  
11 services.

12 Okay, next slide.

13 Category IV is outreach. And I am going to  
14 read this particular slide, and I am going to turn  
15 it over to Elissa, Elissa Moran who is the outreach  
16 manager. She's been with us for over three years  
17 now.

18 MS. MORAN: It feels like three years almost.  
19 This is Elissa. I am sorry.

20 MR. FORSTALL: Okay. Fiscal year 2019-20,  
21 FTRI is proposing an outreach budget of \$535,650.  
22 And the funding will be used to promote FTRI fund  
23 distribution service and to raise awareness about  
24 the Florida Relay service.

25 Elissa.

1 MS. MORAN: Thank you, James. This is Elissa.  
2 Proceeding on. FTRI's ration -- excuse me,  
3 outreach rationale for multimedia advertising  
4 funding. FTRI plans to continue advertising in  
5 newspapers using freestanding insert ads -- in  
6 other words, fliers -- in markets where such ads  
7 continue to be effective. FTRI collaborates with  
8 IMS to strategically place insert ads in newspapers  
9 by identifying specific productive areas by ZIP  
10 Codes, and allowing FTRI to advertise in a  
11 cost-efficient manner.

12 In Fiscal Year '18-'19, FTRI witnessed rapid  
13 changes occur in the newspaper industry. In  
14 response, FTRI will utilize other carefully  
15 research print tactics, such as run of paper ads,  
16 direct mail postcards, coupon book ads, et cetera.

17 In Fiscal Year '18-'19, FTRI also witnessed  
18 the potential of digital advertising, which  
19 includes social media and email marketing, which we  
20 also count our FTRI newsletter as part of that  
21 email marketing.

22 In Fiscal Year '18-'19, FTRI saw the cost per  
23 contact of newspaper insert advertising increase,  
24 while seeing the cost of digital advertising remain  
25 stable.

1           Continuing on to the next slide with  
2           advertising planning considerations. Daily metro  
3           newspaper markets continue to see decline in  
4           traditional in-home delivery print subscribers.  
5           The digital plus Sunday only print option is  
6           growing in popularity, and FTRI must adopt.

7           Previous FTRI newspaper advertising has been  
8           limited to areas around RDC locations. Thus, FTRI  
9           has not advertised in several large population  
10          areas for several years. Digital advertising was  
11          not deployed in these areas for the same reason, we  
12          did not have enough resources to serve the  
13          anticipated demand because there were no RDCs in  
14          that -- in those areas.

15          Launch of the new on-line application process  
16          improves FTRI's ability to serve clients remotely  
17          in areas where no RDC is within a reasonable  
18          distance, which we count as 50 miles, you will see  
19          here, but I daresay 50 might be too far for some  
20          people to travel.

21          FTRI will advertise to those underserved  
22          communities and populations in fiscal year '19-'20.  
23          And that process is still new, referring back to  
24          the streamlined and improved on-line application  
25          process, which we are meeting about it this week,

1 and it's undergoing revisions as we speak.

2 The next point, African-American and Spanish  
3 speaking populations have been identified as being  
4 historically underserved by FTRI, and future  
5 advertising will seek to reach them.

6 Continuing to the next slide. FTRI's foray  
7 into the digital advertising world was extremely  
8 informative and showed promising results, along  
9 with some challenges. The challenges are being  
10 addressed as they are discovered.

11 According to industry experts, FTRI will  
12 benefit from a multimedia Omni Channel approach to  
13 advertising and marketing for fiscal year '19-'20,  
14 where both print and digital advertising are  
15 utilized, making the consumer journey seamless and  
16 consistent across their desktop, their tablet and  
17 their cell phone.

18 A pilot Omni Channel marketing campaign is  
19 being tested by one of the FTRI RDCs, but it is too  
20 soon to gauge the results of that test because it  
21 concludes at the end of April.

22 Digital marketing is definitely the way of the  
23 future, but it is also time-consuming. The forces  
24 that dictate the terms of the industry are  
25 constantly evolving, which impacts advertising.

1 FTRI will devote resources towards managing this  
2 important and ever-changing aspect of our  
3 operations.

4 For the first time ever, during the first half  
5 of Fiscal Year '18-'19, internet social media was  
6 the second most popular referral source given by  
7 applicants completing an application request form  
8 on-line at FTRI.org. As an indicator, that is  
9 considered a significant one.

10 And the next slide is just a screen shot that  
11 shows where the application request -- and for  
12 those who aren't familiar, that's the first step of  
13 consumer or a client would take to receive one of  
14 our phones, is they would go either on to our  
15 web -- we are talking website. They will go to our  
16 website, and there is a form that they fill out  
17 there.

18 We call that the application request. It is  
19 not the application, but they are asking for the  
20 application. And that starts them on their  
21 journey. And we count those, and we count them  
22 against our advertising efforts. And so this is  
23 how we can determine, ooh, look, there is some  
24 potential here.

25 Going on to the next slide, and following

1 along the theme of some of the discoveries and  
2 learnings that we experienced. We discovered that  
3 application requests don't always result in a  
4 correlating number of new client services. And we  
5 go to great lengths to try and figure out why so we  
6 can figure that out.

7 Applicants do not return a completed certified  
8 application to FTRI. That is the number one reason  
9 people don't finish this process. And why is that?  
10 Many of them don't have access to a computer,  
11 scanner or email to process the electronic version  
12 of the application form; or they don't have medical  
13 care. They don't have hearing aids. They can't  
14 prove that they have a hearing loss remotely by  
15 mail, because they don't have documentation for  
16 that. They have no history of having ever been  
17 screened, so we can't even ask them for an  
18 audiogram.

19 And a great many of our clients need social  
20 workers or other assistance to fill out the  
21 application form. Many are people who live here  
22 alone in Florida. Their family are up in other  
23 states. And unless they qualify for some sort of  
24 services, they don't have them, but that doesn't  
25 mean they can still manage something like this. So

1 we see a lot of people fall through that gap.

2 We've talked about the RDC network, so the  
3 next bullet point, applicants aren't able to visit  
4 an RDC, the regional distribution center network  
5 across Florida.

6 We think -- we know that there is some  
7 opportunity there, but what do you do when a  
8 client, they don't drive. They have no  
9 transportation access. They can't get to the RDC,  
10 they live too far away, even though they drive,  
11 it's 75 miles. It's too far. We do have a lot of  
12 medically frail and homebound people who cannot get  
13 to an RDC, or they want to wait for the right time  
14 in their life. You know, they have got stuff going  
15 on, and they put the flier on the refrigerator, or  
16 they took a screen shot of the digital ad, and they  
17 said we will get back to that later and they just  
18 didn't.

19 And we've learned that, in this pink  
20 highlighted box, which isn't pretty, because it  
21 talks about our inability to close these sales, but  
22 we are talking about that so that we can address  
23 them.

24 We know we need to improve our application  
25 request process, and we are trying to look at our

1           communications to applicants to make sure they stay  
2           engaged and they don't drop out of the process.  
3           So, again, we are meeting this week about this. We  
4           are aware of it.

5                        So what's going to help with the print side,  
6           and what will boost the print side is digital  
7           advertising. So FTRI will continue using digital  
8           advertising in its marketing plan, building on  
9           lessons learned in Fiscal Year '18-'19.

10                      We will use digital advertising tactics to  
11           include retargeted display ads on websites. What  
12           that means is that when somebody visits FTRI.org  
13           and they poke around for a little information but  
14           they don't complete the application form, we will  
15           serve them an ad later. That's called a  
16           retargeting ad. It will follow them around the web  
17           until they come back to our page and complete that  
18           process.

19                      And that is one of our number one successful  
20           tactics in digital advertising, is that  
21           retargeting. We found that people spend over two  
22           minutes on our product page on-line. So they are  
23           doing some research before they pull the trigger.

24                      Geofencing allows us to put a fence around --  
25           I'm sorry. Yes, sir.



1           MR. FORSTALL: Excuse me, is two minutes a lot  
2 of time? Is two minutes a good thing to be  
3 spinning on the product page?

4           MS. MORAN: Oh, yes, I am sorry. Yes. Yes.

5           You all said, two minutes? Yikes. The  
6 average visit to a web page can be measured in  
7 seconds, five seconds, 30 seconds, 15 seconds,  
8 because people pop up the page and, go nothing  
9 there, move on. They bounce.

10           And so what we are find something that people  
11 pull up our page when they are led to it,  
12 especially when they've clicked on to a digital ad  
13 and it brings up, and they say, oh, look at this  
14 Facebook ad. It shows a pretty phone. I like that  
15 phone. They click on the ad and they land in our  
16 landing -- excuse me, on our website. And what we  
17 are finding is that instead of going, yeah, this is  
18 an ad, boom and they leave, they spend two minutes.  
19 They poke around.

20           We can track them. We can see where they go  
21 on our site. We can see that they are doing some  
22 research before they are ready to make the  
23 purchase. Now, granted there is no money involved,  
24 but it's the same principles involved. Research.  
25 Becoming comfortable. Building trust. I have

1 never heard about this. This can take several  
2 visits to our website.

3 And hence, our desire to promote FTRI's  
4 connection to the PSC more strongly, and our desire  
5 to use the PSC logo, and to have the PSA, because  
6 we want to help the consumer build that trust more  
7 quickly and say, oh, yeah, it's a state agency  
8 affiliation, they must be legitimate. This can't  
9 be a scam. We do have to fight that battle. So  
10 thank you, James, for prompting me on that one.

11 Geofencing, that allows us to put a literal  
12 digital fence around a location for a specified  
13 amount of time. And anybody who walks through that  
14 fence, so for example, we put a geofence around  
15 Costco. And anybody who walks through Costco, in  
16 that door, and their location finder is still on on  
17 their phone, there is a very strong likelihood that  
18 they will receive a digital ad on their phone, or  
19 it will show up on their desktop, because it  
20 crossed channels. It will go wherever they are.  
21 And it may occur a day after they go to Costco. It  
22 may occur up to 30 days.

23 And these are also turning out to be very  
24 effective advertising tactics for us, because  
25 people, when they are going to Costco, you do know

1 Costco sells hearing aids, and it attracts a large  
2 senior population. So that's one of the things we  
3 are hoping to get hearing aid users and make them  
4 aware of this program through that.

5 Key word paid search is another tactic that  
6 works. That's simply doing a Google search.  
7 Hearing plus aids, when people search that, hearing  
8 plus aids, up pops FTRI in their Google search.  
9 They are not looking for us because they don't know  
10 about us.

11 So we do also use, of course, key words that  
12 talk about amplified phones, and hearing loss, and  
13 some generic terms. We can monitor that  
14 performance as well.

15 Targeted email campaigns. This is something  
16 that we haven't realized the potential of in the  
17 previous fiscal year, and hope to in the coming  
18 fiscal year. We are doing some of that now with  
19 emailing our FTRI newsletter to our FTRI clients  
20 and people who express an interest in receiving it.  
21 But we also have the ability to talk directly to  
22 certain service providers. For example, if we  
23 wanted to send targeted emails to physicians who  
24 specialize in a certain thing, we can do that.  
25 There is all kinds of ways that we can use targeted

1 email campaigns.

2 Social media campaigns. I am going to be  
3 honest with you, that was a bit of a lift for me to  
4 take on, because I am not well versed in social  
5 media, and I wasn't at the outset of this, but I  
6 can assure you I have had a very interesting  
7 journey, and I have learned a great deal.

8 And social media, as I was explaining to some  
9 of my colleagues today, is not set it and forget  
10 it. And that is one of the things we have learned  
11 about digital advertising and social media  
12 campaigns in the previous fiscal year. They take  
13 time to manage, and I do go on to talk about that a  
14 bit.

15 And the FTRI newsletter, we just started that  
16 again this fiscal year, '18-'19, and it had been  
17 asleep for a while. And that seems to be doing a  
18 good job for us in terms of fulfilling our  
19 obligation to educate the public; provide not only  
20 information about the phones, but about hearing  
21 loss, technology, safety tips and that sort of  
22 thing.

23 And so you can go on to the next slide to see  
24 the display ads on the websites. I don't have a  
25 page number, so I apologize. They are served to

1 people who visit the FTRI website. So this is an  
2 example of a retargeting ad. But they can also be  
3 targeted to specific populations.

4 The click through rate is performing above the  
5 national average of .07 to .10 percent. Our click  
6 through rate is really high. This is ideal for the  
7 growing number who viewing adds on cell phones.  
8 They click on the ad to call FTRI because they can  
9 just click on the ad and make the call, or they can  
10 just click on the ad and fill out the application  
11 form.

12 This type of advertising is performing well  
13 for FTRI. Traffic to our website is up over  
14 300 percent from last year, public website.  
15 300 percent. That's pretty significant.

16 And if you look at the pictures to the right  
17 of that box, you will see that they are  
18 targeting -- you have got what looks like a  
19 caregiver with a patient; what looks like a  
20 grandfather and potentially a grandchild; family  
21 phone calls. All the messaging is slightly  
22 targeted to appeal to different audiences.

23 The next slide talks a bit about geofencing.  
24 And there is a screen shot from one of our  
25 analytics reports that we have access to from the

1 vendor, and it shows us the locations where people  
2 are clicking, they are being served as, and where  
3 they are responding to them.

4 And we are using this now to promote specific  
5 FTRI events, or when an FTRI event is happening, we  
6 are not using the geofence to promote it, but we  
7 are capturing potential future clients through it.

8 We can target specific locations, such as  
9 senior living centers, assisted living centers --  
10 excuse me, senior centers. And as I have mentioned  
11 a few times, this tracks cross device activity. So  
12 somebody could get an ad on their phone, but then  
13 later on they are on their desktop or their tablet  
14 looking at a website, and they may be served an ad  
15 on there as well. The ads won't be limited to just  
16 their phone because that's how the contact is made.

17 And again, we are experiencing an average  
18 click rate of 20 percent versus an industry  
19 standard of .07 to .10. So people are responding  
20 to these ads.

21 The next page talks more in detail about the  
22 key word page search, and it gives you a screen  
23 shot of somebody who has put in the Google search  
24 terms, amplified phone for hearing impaired  
25 Florida.

1           Now, granted that's very specific search  
2           terms. And as I mentioned earlier, our more  
3           successful search terms are hearing plus aids. So  
4           I pulled this one up because if I put in hearing  
5           plus aids, I am going to get different results  
6           because of my search history in Google. And that's  
7           because when you type in words, Margaret Lynn, for  
8           your search terms, and I type in words, they may  
9           not -- we may not end up with the same results on  
10          our screen. So it's one of those variables that  
11          we've learned about.

12                 But as I said, hearing plus aids really helps  
13          people because they are obviously looking for  
14          something related to hearing loss and technology,  
15          and then they find out about another piece of  
16          technology. And as I said, it drives traffic to  
17          our website. And once they are there, we can see  
18          where they go, and they can be served with a  
19          retargeting ad so you have them come back.

20                 Sorry, I keep hitting the microphone.

21                 The page after the key word page search slide  
22          talks about the targeted email campaigns, which I  
23          have spoken about a bit already. And again, going  
24          after physicians, we, of course, do target  
25          audiologists and hearing aid specialists in terms

1 of marketing and messaging, but we are not the only  
2 phone providers out there talking to these people.

3 So we had Mr. Bates, I believe it was, talk  
4 about the FCC update, and mentioned IP CTS stuff  
5 that's going on there. Well, that impacts FTRI  
6 when we are marketing to audiologist and hearing  
7 aid specialists because we cannot begin to compete  
8 with the marketing magic that they are able to  
9 shower on this population of service providers.  
10 They spend lots of money on courting them, and we  
11 can't do that.

12 We also are learning that the technology that  
13 the clients are purchasing there, it means that  
14 they may find some of our options, our phone  
15 options not really relevant to them, but yet, we  
16 have a whole category of people that don't ever  
17 seek treatment for their hearing loss. They never  
18 go get their hearing screened. They never get  
19 hearing aids. They can't afford it. And so those  
20 folks may still receive medical care at their  
21 general practitioners, their PPP, those are the  
22 next round of medical people that we want to look  
23 at, so we can talk to those populations that aren't  
24 going to be exposed to any technology message by  
25 going to an audiologist because they don't go.



1           So when I am talking about the targeted in the  
2 emails, that's the angle that we want to go with  
3 that.

4           Yes, James.

5           MR. FORSTALL: I would like to add to that,  
6 when Elissa was talking about the IP CTS, working  
7 with audiologists and hearing aid specialists, what  
8 we have found, not just in Florida but nationwide,  
9 is the audiologist or hearing aid specialist, once  
10 they find out clients may not qualify for the IP  
11 CTS program because maybe they don't have internet,  
12 they do not make the referral to the State program.

13           So that's the problem. And we've tried real  
14 hard to address it. We just don't have the  
15 resources to do what really needs to be done to  
16 reach out to these audiologists, because they don't  
17 tell them about the landline CapTel, so people  
18 aren't aware that this is available through the  
19 FTRI program. So we do run into that situation.

20           MS. MORAN: Thank you, James.

21           And as referenced in the bar on the left-hand  
22 side, we did not realize the potential of the  
23 targeted email campaigns. We did not have the  
24 resources to do so, but that is our intention for  
25 fiscal year '19-'20, is to be able to incorporate

1           that into our operations.

2           The next page talks about Facebook social  
3           media. If you think that old people aren't on  
4           Facebook, you are crazy. Right? So our  
5           demographics show that Facebook has been  
6           surprisingly successful in reaching new people and  
7           community partners.

8           And it's not just for young people any more.  
9           Our reporting shows that our Facebook ads are  
10          delivered primarily to women over the age of 65.  
11          That's the sweet spot for us. We have the  
12          capability to target recipients with precision in  
13          Facebook.

14          So this is the -- because Facebook does  
15          collect all this demographic, it's very --  
16          demographic information rather -- it is a very  
17          useful tool for advertisers that want to advertise  
18          directly to certain populations and not broadly.  
19          So we are making use of that. And the types of  
20          posts that receive engagement also give us  
21          information about who's interacting with our page.

22          So as I said, the seniors are increasingly  
23          using Facebook to get stay connected to friends and  
24          family. Social media also reaches the service  
25          providers and caregivers and family members.

1           So we are still seeing this as print and  
2 newspaper still hitting the actual grandparents and  
3 older folks, but the digital and the social media  
4 also is going to talk to their caregivers, and  
5 their family members, and their service providers.  
6 So that's a good way to approach this, so you have  
7 got all parties knowing. Because you are also  
8 talking about people who are social workers and  
9 have clients and patients who will benefit from our  
10 program, so we want them to know about it.

11           And we can use Facebook, which we have, to  
12 promote specific events, like the RDC from  
13 Lakeland, when they are at the Strawberry Festival  
14 and they will be doing a hearing screening and  
15 doing a phone distribution, that's a great posting  
16 for Facebook that then gets shared out and people  
17 show up at the Strawberry Festival for their phone.

18           And just some demographics, on the left-hand  
19 side, you can see the circles, the three circles,  
20 impressions served by age and gender, the number  
21 one group that's receiving our ads is 65, female.  
22 And then you can see a nice -- at the bottom, the  
23 bottom ring -- a nice breakout of the types of  
24 activities that people are doing when they are on  
25 our Facebook page, and that we can work with that

1 and take advantage of it.

2 On the next page, it talks a little bit more  
3 about the Facebook statistics. And I tried to draw  
4 arrows that weren't too blocking, but the click  
5 through rate, which is a really important measure  
6 in digital advertising, we experience a click  
7 through rate, meaning that somebody saw the ad and  
8 went, huh, boom, and clicked on it. Not just  
9 looked at it, but clicked on it and ended up on our  
10 website.

11 That is a -- that 1.5 percent -- 1.56 percent  
12 is way above the industry average of .90 percent.  
13 So we've got people who are interested. They see  
14 our add and they go, ooh, that's cool. I want to  
15 know more about that. Which is exciting, because  
16 then they get our website and we can talk to them.

17 And again, another exciting thing about  
18 Facebook is it can reach -- and digital -- is it  
19 can reach beyond our RDC network, which is  
20 important for us to do. It also has a longer  
21 lifespan in terms of it can be shared in talking  
22 longer lifespan in terms of something can go and go  
23 and go and go, and be posted and reposted, and our  
24 name can be attached to it every time it's shared  
25 along.

1           But we are still working on how to maximize  
2           all of these processes. And that's -- that one  
3           takes some time, managing the Facebook page. And  
4           if you don't put the time into it, it doesn't pay  
5           back.

6           The next slide talks about service provider  
7           visits equals social media content.

8           Service provider visits in Fiscal Year '18-'19  
9           did not produce the desired results. General  
10          consensus is that many audiologists and hearing aid  
11          specialists choose to refer clients to PT CTS  
12          programs instead of FTRI, CapTel, CaptionCall and  
13          ClearCaptions. I think James touched on that with  
14          his comments.

15          Fiscal year '19-'20, FTRI will shift focus  
16          towards gathering social media content from the  
17          RDCs for use in FTRI marketing. Client  
18          testimonials, tips from the field, stories of  
19          collaboration between RDCs, et cetera, these are  
20          the components of an advertising strategy that  
21          resonates with our clientele. They like to hear  
22          your stories.

23          I was -- I received a post in my feed that I  
24          shared to the telecommunications relay page, and it  
25          was a woman who's in hospice care, it may have come

1 from the FCOA, and she -- all he she wanted before  
2 her last days was to dress up in a beautiful gown  
3 and have beautiful pictures taken of her. I am  
4 going to cry saying this. I am going to cry. And  
5 that went on Facebook, and I shared it. And that  
6 post received so many likes and so many shares.

7 It had nothing to do with phones. It had  
8 nothing to do with hearing loss, but it had to do  
9 with humans and emotion and connection, and that  
10 really resonated with our people. So now they  
11 think FTRI -- FTRI is not just, oh, the phones, the  
12 phones, the phones, FTRI is about, oh, look there  
13 is a beautiful -- look at that beautiful woman, oh,  
14 this beautiful -- there is a video about some park  
15 somewhere that we should go see.

16 So you balance entertainment, education,  
17 information, and you are building partnership and  
18 building community, and it's working; but again, it  
19 takes some time.

20 So I want to enlist the RDCs in helping  
21 because, as James pointed out, the audiologists and  
22 hearing aid specialists used to be a great resource  
23 and a good referral network for us, but it's not  
24 there anymore. So what do we want to do? If we  
25 work with social media, great. If the RDCs they

1 keep going to the audiologist's office and they  
2 still don't get referrals, why are we going? Why  
3 are we doing this? So how about, instead, the RDCs  
4 go do something fun out in the community, and they  
5 take pictures of it and we turn it into a Facebook  
6 post, and then it reaches people beyond the hearing  
7 aid specialist and audiologist network, which is  
8 limiting.

9 We are wanting to experience the traction that  
10 you get from digital stuff that we didn't from a  
11 straight service provider visit one time, because  
12 the IP CTS folks, they go weekly. They go weekly.  
13 Those field reps go weekly, if not -- well, maybe  
14 monthly, depending, but weekly to monthly to visit.  
15 We can't do that. We don't have the resources for  
16 it.

17 So you will be seeing more shift in fiscal  
18 year '19-'20 towards gathering social media content  
19 from the RDCs so we can use it in the marketing.  
20 And we are hoping that this will have more traction  
21 than banging our heads against the -- excuse me,  
22 the audiologist's door.

23 Don't get me wrong, please, I want to clarify,  
24 there are audiologists and hearing aid specialists  
25 that do refer to FTRI, and do support us. There

1           are some out there. But I was at a conference of  
2           audiologists, only audiologists, and an IP CTS  
3           provider did a presentation on the caption  
4           telephone and then took questions from the  
5           audience, and one of the questions was, what do I  
6           do for my patients that don't have internet? And  
7           the response was, well, see if you can negotiate a  
8           deal with the cable company. See if you can  
9           negotiate a deal with the landlord. See if you can  
10          negotiate a deal -- see if you can get reduced  
11          service. Check out Lifeline. No mention of the  
12          analog-based State phone when they had assured me  
13          prior to their presentation they would be delighted  
14          to mention the State program. But here was a  
15          question from the audience that prompted them  
16          should they have forgotten to do so and they did  
17          not.

18                 So that is what we are up against, is that  
19                 they are really not promoting FTRI to the degree we  
20                 would like. So we are switching to social media.

21                 If I do send -- excuse me, if I do send an RDC  
22                 to go visit an audiologist, then it becomes a  
23                 social media post as opposed to a service provider  
24                 visit, which is a form that's filled out and signed  
25                 and nobody sees it. So now it becomes a social



1 media post, and it's a story, and people share it,  
2 and I sorry for the people on the phone and I just  
3 banged the microphone.

4           Anyway, so to carry on to the next slide. The  
5 FTRI newsletter. I don't know how long that had  
6 been dormant, but as James mentions, I have been  
7 with FTRI about three years now, and it was not in  
8 existence when I started. It had -- was one of the  
9 things that had to be given up. But we've switched  
10 it to an electronic version, and it goes to over  
11 30,000 subscribers on a monthly basis.

12           And as it says here, it features informational  
13 articles designed to education the public on  
14 matters related to hearing loss, technology, et  
15 cetera. We have found it's been instrumental in  
16 reaching dormant clients that have older phones,  
17 and we still had their contact information, and so  
18 they've been contacting us saying, oh, great, I  
19 need a new phone. I have got an XL40, they stopped  
20 making that thing five years ago.

21           And then the client responses have been  
22 positive and heartwarming. This is an actual  
23 response that I put on the page here. This is -- I  
24 couldn't put them all, but it is interesting, and  
25 it's all about engaging. It's all about engaging

1 the public and engaging the clients, because that's  
2 a story they tell their friends, they tell their  
3 family. We need this.

4 So moving on, now we are sort of moving down  
5 with -- we are done with digital. Now we are  
6 talking about the RDC outreach agreement. This  
7 would be pertaining to the outreach efforts that  
8 each individual RDC does and we are funding it.

9 For '19-'20, FTRI proposes to continue the  
10 events request application process in its current  
11 format, with the intention to allow RDCs  
12 flexibility in conducting outreach that best suits  
13 their agency's ability to recruit new clients.  
14 Emphasis on recruiting new clients always.

15 RDCs apply for funding by posting events  
16 through the outreach calendar as part of the  
17 approval process. FTRI reviews past activity  
18 reports to determine whether an outreach  
19 application will be approved. FTRI reserves the  
20 right to approve, deny or negotiate applications.

21 RDCs may conduct presentation distributions,  
22 exhibit distributions, service provider visits or  
23 proposed other outreach ideas.

24 That approach -- this one is the same one that  
25 has been used for several years now. However, the

1 agencies that comprise the RDC network are  
2 experiencing their own challenges which impacts  
3 their ability to support their RDC outreach  
4 contracts, and declining client service numbers are  
5 a result.

6 And so because of what we are seeing happening  
7 across the state, FTRI is concerned about the  
8 health of the existing RDC network. Over the last  
9 several years, the number of staff and staff hours  
10 allocated to FTRI program have diminished.

11 FTRI encourages and coaches the RDCs with  
12 intension of helping them get out there in the  
13 community. Some RDCs are unable to conduct  
14 outreach events even with FTRI's support.

15 We know from many years of experience working  
16 with FTRI clients that face-to-face outreach is one  
17 of the best methods of reaching them. Gaining  
18 their trust is not easily accomplished through  
19 advertising alone. Face-to-face.

20 FTRI is reevaluating the situation and giving  
21 serious consideration to changing some outreach  
22 methods, along with a revised fee schedule to  
23 further engage RDCs.

24 Any reductions to the RDC contract budgeted  
25 amount could worsen the situation outlined above.

1           It could also threaten the public's access to  
2           services. RDCs could choose to not conduct  
3           outreach activities due to stagnating contract  
4           terms. And if that were to happen, knowing what we  
5           know about audiologists and hearing aid  
6           specialists, that's drying up, so if the RDCs  
7           aren't out there, how are people having that  
8           face-to-face conversation?

9           Moving on to the next slide. It talks a  
10          little bit more about the RDCs and the important  
11          role they play in reaching potential clients, but  
12          they are finding it challenging to fulfill their  
13          FTRI expectations with community outreach.

14          The graph below shows a year-over-year  
15          comparison. And I apologize that as you go on the  
16          colors aren't great. But if you look at the top  
17          line, that's the year 7 -- it's the same snippet of  
18          time. It's an odd time shot, but I did it the same  
19          so it would be an apples to apples comparison. So  
20          from the start of the year through April 15th,  
21          that's the time period, July 1 through April 15th.  
22          So the top line is fiscal year '13-'14. The second  
23          line is '14-'15, and so on.

24          So you can see in '14-'15, we had a really big  
25          spike of events. And then from -- what happened in

1 '17-'18? It went way down. And that is due in  
2 large part to things that were happening at the  
3 RDCs that were beyond our control. So they have  
4 someone go on maternity leave, and the program  
5 shuts down; or they are moving, they had a flood,  
6 things happen, and it impacts their day-to-day  
7 business, which impacts our day-to-day business.  
8 And it impacts our numbers. And then the next  
9 fiscal year, we look back and we go, ooh, what  
10 happened? It wasn't us, but it still impacts us.

11 The next slide does a bit of different  
12 comparison about tying the number of outreach  
13 activities to the number of new clients and the  
14 total services. So we not -- we look at new  
15 clients as being important to growing a program,  
16 bringing people in as they age into needing us,  
17 that sort of thing, but at the same time, we have  
18 existing clients, as I said, who may have an older  
19 phone, maybe their hearing has changed. That  
20 happens a lot.

21 Hearing tends to not get better over time. It  
22 tends to get worse. So it's not surprising for  
23 someone to need a different, more powerful phone,  
24 and so the total services is important because it  
25 captures that activity, and then the new clients

1           being important.

2           So again, the top two bars, where we had a lot  
3           of new services, and we had good numbers of new  
4           clients, over 10,000, and we had outreach events,  
5           it's not as big a bar, but it -- we -- you could  
6           still see, going down comparing it to the  
7           subsequent years through this year, the number of  
8           outreach events shrinks. Well, guess what, the  
9           number of new clients and total services shrinks.  
10          That's retail 101. You don't have enough staff to  
11          keep your building open, you are not going to make  
12          sales, and that's what we were experiencing.

13          That's what we were experiencing.

14          Going on to the next slide. This is -- well,  
15          talking a little bit more about the RDC network,  
16          and why we really want to invest in them. We  
17          really want to make sure we are taking care of them  
18          and giving them what they need because it looks  
19          like -- if you look at the map, it looks like,  
20          whoa, we've got RDCs everywhere. They are  
21          everywhere. But then if you look at the next  
22          slide, I went through and broke down each RDC in  
23          more detail.

24          So here's the question, is it possible to  
25          serve three million people across 65,000 square

1 miles with 29 people who are trained to do that  
2 work? That's all that exists right now that are  
3 trained to do FTRI work in the state of Florida.

4 Also note the lack of Spanish and Creole  
5 speaking staff across all the RDCs, and that's a  
6 reference to the chart to the right, where I am  
7 talking about not just the staff, but what other  
8 languages do they speak so they can serve  
9 non-English speaking clients?

10 And as you can see, there are large areas of  
11 the state without any represen-- RDC  
12 representation. Even though Lake Okeechobee is not  
13 on this map, and we all know it's pretty big, and  
14 takes up a big circle in the lower part of the  
15 state, there is still a lot of real estate that  
16 doesn't have any RDC representation in it, and we  
17 want to address that.

18 Clients in these areas without any RDCs are  
19 currently served by mail, email or FAX from FTRI in  
20 Tallahassee. And this poses a service barrier to  
21 many of them. They have limited resources, and it  
22 adds -- it takes a lot of time. It adds to the  
23 processing time.

24 And again, we are hoping the enhanced  
25 application request process will provide some

1 relief; however, it won't address the concerns  
2 related to ensuring adequate public access to this  
3 publicly funded program. And that's my background,  
4 so that's always going to be really important for  
5 me, is that we want the public to have access to  
6 this program. They are paying for it.

7 Next slide.

8 Outreach summary. FTRI will continue  
9 newspaper advertising in areas where it makes sense  
10 to do so based on cost and response rate. Direct  
11 mail will also be considered.

12 The RDC network will continue to play a vital  
13 role in FTRI outreach and client service delivery.  
14 FTRI intends to support this work through the RDC  
15 outreach contract. Some nontraditional approaches  
16 may be considered according to our ability to reach  
17 clients.

18 FTRI will continue a comprehensive digital  
19 advertising and social media marketing campaign  
20 with the understanding that this project will take  
21 notable resources. None of these methods are set  
22 it and walk away projects. Constant analysis plays  
23 a vital role here.

24 Flexibility is important as industry and  
25 marketplace influences impact FTRI preplanning and



1 execution, recognizing trends and striving to act  
2 on them accordingly will be crucial to maximizing  
3 outreach and advertising dollars.

4 As always, results will be measured, reported  
5 on and incorporated to immediate and future  
6 planning.

7 That concludes the outreach portion.

8 MR. FORSTALL: Thank you, Elissa, for the  
9 thorough explanation of the outreach proposal.

10 The next slide is Category V, the general and  
11 administrative. The proposed budget for Category V  
12 is \$957,820. And FTRI does budget for nine  
13 full-time staff individuals.

14 And that's the conclusion of my report. We  
15 will open it up for questions.

16 MR. WILLIAMS: Are there any questions from  
17 any of the participants on the line?

18 MS. BROWN: Yes, I do. This is Margaret  
19 Brown. I am one of the RDCs.

20 Elissa, can you tell me when this  
21 information -- when you put together the staffing  
22 on that, when that was collected?

23 MS. MORAN: I would have to look at my  
24 computer to look at the preferences to see when I  
25 put that file together.

1 MS. BROWN: Because the only reason I say is  
2 we have continuously had about -- we have two  
3 full-time, we continuously have about maybe five or  
4 six staff that are trained, as well as we are  
5 trilingual, so we speak Spanish, Creole, ASL, as  
6 well as, obviously, English. So we've had that now  
7 for a little bit. I mean, it's been well over a  
8 year now. That's why I was curious about the  
9 accuracy of the information.

10 MS. MORAN: Thank you, Ms. Margaret Brown. I  
11 will adjust my spreadsheet accordingly.

12 MS. BROWN: I appreciate that.

13 I guess one of the other questions that I  
14 have, and I don't know if where it's going to  
15 address. I think it's great, the presentation, of  
16 greater social media in that I agree much of our  
17 seniors are going on-line. But I do know that one  
18 of the other things might be, is there any plans  
19 to, as far as on-line, expediting things that a lot  
20 more is on-line as well as for recording purposes  
21 for the RDC so that -- I know a lot of times we  
22 have to submit the original paperwork and  
23 everything that goes with that. If there were a  
24 way to verify stuff on-line and that we could  
25 almost go paperless on both ends and just have the

1 electronic signature.

2 I don't know if that's something anybody is  
3 looking into or -- because I do know that that's  
4 one of the things that's kind of cumbersome for the  
5 RDCs out here in the community, especially if you  
6 are doing large numbers like our RDC does.

7 MS. MORAN: Uh-huh.

8 MR. FORSTALL: Peggy, this is -- this is --  
9 this is James. I wanted to respond to that  
10 question, is that we have -- we are meeting this  
11 whole week to talk about what we just talked about  
12 in the presentation. And one of the things was to  
13 move forward and trying to get as much information  
14 on line.

15 We already do have a pre-fill opportunity for  
16 the information from the client to be transferred  
17 to a PDF file with it already prefilled. And the  
18 next step was to see if we could automate the RDC  
19 information as part of the certification process,  
20 so that can be completed on-line.

21 So we are -- we are considering it and trying  
22 to move in that direction. So thank you for  
23 bringing that up.

24 MS. BROWN: That would be great -- yeah,  
25 James, that would be great, because I know one of

1 the things that, you know, when it comes to the end  
2 and we are filing our report, there seems to be a  
3 heavy amount in paperwork, and understandably. I  
4 mean, maybe we haven't caught up there. I know our  
5 own Broward County isn't even there yet with having  
6 things on-line and billing.

7 So that's something to look into in the  
8 future, I mean, I know Rick is on the phone too, I  
9 am sure we would all support that.

10 MS. MORAN: Peggy, this is --

11 MS. BROWN: I have one last question --

12 MR. WILLIAMS: Excuse me. Excuse me.

13 Ms. Brown, Elissa has a follow-up.

14 MS. BROWN: Okay.

15 MS. MORAN: Ms. Peggy, I just had a quick  
16 question for you.

17 Are you talking about client paperwork? Are  
18 you talking about when you do your reconciliations  
19 and your batch verifications, and all of that, you  
20 want to do that on-line?

21 MS. BROWN: Exactly.

22 MS. MORAN: That's what you are talking about?

23 MS. BROWN: Exactly. Yeah, all the client  
24 paperwork that if there was a way that a lot of  
25 that could be verified and done on-line and just

1 submitted just by simply transmitting it to you  
2 electronically versus, like, all the hard copy  
3 paperwork. I mean, we have to --

4 And again, I don't want to get into the weeds  
5 because this is probably not what everybody wants  
6 to be talking about specifics. But, I mean, when  
7 you think about the amount of paperwork, and  
8 everything like that, the scanning, and then  
9 sending it off to you, it really is very  
10 cumbersome.

11 MR. FORSTALL: Okay. We definitely will take  
12 that into consideration, Peggy. Thank you for the  
13 suggestion.

14 MS. BROWN: Yeah, since you are moving in that  
15 direction, and I have one last question, and I know  
16 that it's been many, many years since there has  
17 been an increase in reimbursement per telephone and  
18 that. Is there any projected change to increasing  
19 the amount of reimbursements for phones for the  
20 RDCs?

21 MR. FORSTALL: We will definitely take that  
22 back for consideration. But at this point, we have  
23 not discussed it, but we will take it back.

24 MS. BROWN: Okay. Thank you so much.

25 MR. WILLIAMS: Are there any additional

1 questions regarding FTRI's presentation?

2 I have one. I just want to get clarification  
3 on the slide, the table where you presented the  
4 application request referral counts. I think  
5 that -- that was a good layout of, I believe, where  
6 the actual target audience requests are coming  
7 from.

8 If I understand it correctly, during the first  
9 half of the current fiscal year, from July 1st,  
10 2018, to December 31st, 2018, for the insert ads,  
11 that represented 42 percent of the referral counts,  
12 and then for the internet social media, that  
13 represented 15.2 percent.

14 That -- to me, that's a good presentation, and  
15 I would ask -- it would be helpful if you could  
16 continue to provide data on that, and more on a --  
17 over a longer period of time so we can see.

18 I mean, obviously, I think you have presented  
19 that you are having success with the internet and  
20 the on-line. So I would assume that this 15  
21 percent is significantly higher than it was a year  
22 ago?

23 MS. MORAN: This is Elissa. Yes, Curtis,  
24 it's -- a year ago, it was zero.

25 MR. WILLIAMS: So, you know, going forward, I

1 think if you can continue to present that, and even  
2 increase the time horizon from, I think, six months  
3 here to a wider period, that would be helpful.

4 MS. MORAN: I would be happy to.

5 MR. WILLIAMS: Thank you.

6 Are there any other questions?

7 On the outreach part, that was a very thorough  
8 presentation, outstanding presentation, and very  
9 impressive and helpful. And so, Elissa, however  
10 you want me to address you now, I will address you.  
11 Based on that presentation, you know, whatever you  
12 say, I will go with it.

13 At this time, we are scheduled for a break. I  
14 will ask the court reporter if you want to go ahead  
15 and take a break at this time, or if you would  
16 prefer to continue moving.

17 COURT REPORTER: We can go.

18 MR. WILLIAMS: Okay. If there are no  
19 objections, we will work -- we will continue with  
20 the meeting, and we will bypass the scheduled  
21 break.

22 At this time, we will have a presentation by  
23 Sprint Relay, Mr. Jeffrey Branch, on Sprint Relay  
24 activities.

25 MR. BRANCH: So thank you, Curtis.

1 All right. So I guess we will go ahead and  
2 move forward.

3 So this is the same agenda. Typically, when  
4 we come here, we want to talk about the four  
5 things, the RCC, the TRS, and the CapTel  
6 statistics, the quality report or the outreach  
7 report.

8 It's really interesting, because it seems like  
9 this year, where a lot of FCC rule -- RCC, they are  
10 just making sure that -- I have been busy reading a  
11 lot about a lot of different things, a lot of --

12 Yeah, and let me just repeat what I just said.  
13 This agenda is discussing five components, a TRS,  
14 RCC, CapTel, Florida Quality Report and the Florida  
15 Outreach Expense Report. And it's just the, you  
16 know, the activity, you know, since our last  
17 report.

18 But before I begin, it's interesting, I was  
19 saying that this year, there has been a lot of FCC  
20 reporting with regard to rule-making orders  
21 happening. There has been a lot of, you know,  
22 reading being done as well keeping up with all of  
23 that, I think, you know, everywhere. There is a  
24 lot of rule-making going on. A lot of orders, a  
25 lot of comments, and a lot of providers, you know,



1 getting out there. A lot of consumers, you know,  
2 feedback, so it's good that people are paying  
3 attention to this, you know, in terms of what's  
4 happening all over nationally and statewide with  
5 state reports as well.

6 And so it's -- it's good reading for all of us  
7 to have the opportunity for -- and it's especially  
8 important for consumers to be involved in that  
9 process as well. And, you know, to go to the  
10 FCC.gov, you know, and find out all of this TRS  
11 information which is available there with regard to  
12 rule-making.

13 And so that's really critical to be able to  
14 look at that and make sure that we understand what  
15 it currently happening, and we do that as well. We  
16 have, you know, regular meetings. Claudia Gordon,  
17 she is responsible -- well, she is the liaison  
18 between FCC and Sprint. And, you know, we are  
19 constantly -- she is constantly communicating with  
20 us on different things that are going on, and it's  
21 a lot for us to read. Sometimes I don't understand  
22 what they are talking about and need clarification,  
23 and so she will help us with that clarification  
24 providing us with an explanation on what's  
25 involved, and what's happening, and so -- but

1           that's -- that's been good. That's been good  
2           because it keeps us on top of what's happening.  
3           It's interesting. So I just wanted to put that out  
4           there and share that.

5                     So now, back to my presentation. So let's go  
6           ahead and go to the next slide, if we can.

7                     And this is the RCC minutes. This is the  
8           relay conferencing captioning. And we use the  
9           minutes -- this is usage minutes. It -- we put in  
10          three years of data. This is the last fiscal year,  
11          and then the two years prior to that. And you can  
12          see on the bottom the years, the fiscal years  
13          donated by FY.

14                    So the green color is mostly the recent stats.  
15          It's interesting, though, because we've gotten some  
16          calls, people asking about RCC. And so I, you  
17          know, I provide them with how to use RCC, and the  
18          usage. And several of them have been connected to  
19          web -- webinars, excuse me, and where they are able  
20          to call in and see the captioning.

21                    And so that's been really interesting, the  
22          usage in South Florida. They have asked for that,  
23          and the university of Central Florida has asked for  
24          that, those two areas. So it's been a really  
25          interesting responding to that and interacting with

1           that, and being involved in that part.

2           And so with that being said, we can go to the  
3           next slide.

4           The next slide is usage to date. You know,  
5           like in our contracts, we have 30,000 minutes that  
6           are allotted for us to use, and that don't cost,  
7           and that's involved with cost per minute. It's an  
8           annual allotment that we get every year. And so it  
9           starts on March 1st, and it goes until  
10          February 28th, and then it resets again on  
11          March 1st for the following year.

12          And so if you look at this slide, you can see  
13          the first year, we had some real top numbers, you  
14          know, it goes all the way up to 14. But then  
15          thereafter, I think that people were testing it,  
16          and they were curious, and they were using it a lot  
17          in that year, and now that they have got more  
18          control, now we are, you know, we are providing  
19          them with information, and they are, you know,  
20          distributing information out to them, and so you  
21          can see the numbers are leveling off. Like, for  
22          example, last year, you can see there was a slight  
23          increase last year, and then it leveled off.

24          And then after that -- the next slide, let's  
25          go ahead and look at that.

1           This is TRS minutes that you are seeing. And  
2           it -- there is not much to comment on that. It's  
3           the same. You see that the usage fluctuates some,  
4           but then it levels off, but it's pretty much the  
5           same. We don't see a deep spike, or we don't -- we  
6           see more of a leveling off in terms of those  
7           minutes.

8           Let's go ahead and go to the next slide, if we  
9           will.

10           This is the French session minutes that you  
11           are seeing. It's a little less than last year, but  
12           then it levels off. It continues to maintain.

13           Now, there is one spike that you are seeing,  
14           and that was from last year. That was in the month  
15           of October. And I think that some of you who are  
16           new here, for you, this was from one -- one website  
17           posting health care in the month of October. I  
18           think that's the time for people to -- for open  
19           enrollment. And so that was posted on our website.  
20           And I think Blue Cross-Blue Shield did that. And  
21           when that happened, people were on-line, and we  
22           think that the numbers that increased on that month  
23           were a result of that information with regard to  
24           health care.

25           So we -- so we were able to -- you know, that

1           was just like a short period, and that was, you  
2           know, due to that. But we've contacted the -- but  
3           we have a better explanation of what should be --  
4           how this should be interpreted, you know, on the  
5           entire website. But, you know, ever since then,  
6           it's been -- it's been much better, and it's  
7           followed the other years, and we've seen it, you  
8           know, level off.

9           Okay. We can go ahead and go to the next  
10          slide.

11          Okay. So this is Spanish to English  
12          translation. And we can see it leveling off, but  
13          it was less than last year. Last year, it took a  
14          little dip, but that's to be expected.

15          Let's go ahead and go to the next slide, if we  
16          can.

17          This is speech-to-speech minutes. And this  
18          here is a reflection of this -- this year, you can  
19          see there is more speech-to-speech usage. I have  
20          noticed that, from previous years communicating  
21          with you, Curtis, this one, we see it has some  
22          issues with misuse of services, and this is from  
23          the Department of Corrections in Florida in areas  
24          in Florida. And we -- we are going to address that  
25          with the Department of Corrections. But it took a

1 while -- it's taken a while for us to do that, to  
2 contact, you know, who we need to, you know,  
3 contact and put things in place.

4 But how this is used, it seems like, you know,  
5 word of mouth has gotten around to the correctional  
6 facilities and, you know, so they -- now they have  
7 to explain that a collect -- with a collect call,  
8 you can tell them that you have a speech-to-speech  
9 relay call, and then they will go ahead and just  
10 process that call, you know, without having to  
11 connect to, you know, without collection -- wait a  
12 minute -- without -- without -- the prison will  
13 make the call, the STS call without -- like  
14 pretending that they -- that they have started  
15 speech, but then when they connect then, you know,  
16 they don't have any problem with -- they don't have  
17 any problem connecting.

18 So they are looking at trying to avert that  
19 abuse and to -- because -- so that collect call is  
20 required for us to -- oh, but they get around a  
21 collect call with speech-to-speech services, so  
22 they are trying to, like, monitor that and nip  
23 that, uh-huh.

24 And so we have already addressed that with the  
25 correctional institutes, and we noticed that this

1 month, for the month of April, we've seen a lot of  
2 improvement in that. So we are going to keep an  
3 eye on that, and continue to communicate with you,  
4 Curtis, about that.

5 Next slide.

6 Okay. This is CapTel minutes, intrastate  
7 CapTel minutes. And again, there is -- you can see  
8 the spike compared to last year and the last two  
9 years. It seems to be expected. This is what we  
10 forecasted. And there is some transfers to  
11 internet-based, that's what's happening there, so  
12 it's the same as before.

13 Let's go to the next slide, if we can.

14 This right here is just a summary of the  
15 qualified report that we always, you know, continue  
16 to monitor, making sure that the operator meets the  
17 standard FCC requirements, and the State  
18 requirements as well. So that's been, you know,  
19 doing pretty well compared to 2016-2017, 2018-2019  
20 just recently. I mean, it's going well.

21 Let's go ahead and go to the next slide, if we  
22 can.

23 Okay. So this is the CapTel. Before this,  
24 you saw the TRS CapTel. It's literally the same  
25 thing. Same information.

1           Let's go to the next slide.

2           There was an outreach expense report, yeah.  
3           This one is the expense report that we do that we  
4           work on with FTRI. And they do a fantastic job.  
5           And we are, you know, we can see all of the events  
6           outlined, you know, in their reports. All the  
7           websites. All the people who see the websites;  
8           where they go to; the questions they ask; whether  
9           it's, you know, on a desktop that they saw the FTRI  
10          website and the different events, and, you know,  
11          the RDCs, you know, that are located, you know,  
12          throughout.

13          So it's a lot of support. They provide a lot  
14          of resources and, you know, we need that to help  
15          distribute the relay services. And so this is  
16          the -- this is the top of what they do, and with  
17          their equipment, that's listed as well. And so  
18          it's -- it's good for both of us, and I -- we here  
19          at Sprint really appreciate FTRI's efforts and  
20          their time.

21          And that concludes my presentation.

22          MR. WILLIAMS: Mr. Forstall has a question.

23          MR. FORSTALL: If we can go back to the RCC  
24          minutes, usage of data. Was it the third or fourth  
25          slide? That one right there.



1           I want to make sure I understood you. Did you  
2 say we have 30,000 minutes available in the  
3 contract for this year? Okay.

4           MR. BRANCH: That's correct.

5           MR. FORSTALL: And if I look at this, if I am  
6 looking at this, that means that we left minutes on  
7 the table the last two years, right?

8           MR. BRANCH: Yes, that's right.

9           MR. FORSTALL: So of if I recall in one of my  
10 meetings, it might have been the last meeting or  
11 meeting before, I asked if it would be possible for  
12 FTRI to make -- to publicize, let the community  
13 know about this service. And I was told, I think,  
14 about if I remember correctly, not to, because we  
15 didn't know if we would run out. But it seems like  
16 the last two years, we are leaving service  
17 minutes -- available service minutes -- I don't  
18 know how to say that right -- on the table. And  
19 now -- and that's when it was at 15,000. Now we  
20 got 30. We are not even getting close to it.

21           So it would probably be in the best interest  
22 of everybody if we could promote this, and let  
23 people know about this service.

24           MR. WILLIAMS: Yes.

25           MS. MORAN: Thank you, Curtis. This is

1 Elissa. I have a question.

2 Jeffrey, I want to back to the RCC minutes in  
3 Florida in February, that spike of green. Did you  
4 make a comment about colleges using this, the  
5 inquiries about it?

6 MR. BRANCH: Yes. There is a couple of  
7 students that are using it for websites webinars.  
8 Well, I am not sure if that was the reason for  
9 that, but they -- they -- they were talking, and  
10 they were, you know -- and these students said that  
11 they used the RCC in the past for the webinars. So  
12 I -- I thought it was interesting.

13 MS. MORAN: So that -- thank you.

14 That raises an interesting question, if the  
15 webinar is hosted by the university, the university  
16 is obligated to make that accessible to the  
17 participants. Not us.

18 Not to say that we wouldn't, but if I  
19 understand correctly, RCC minutes were added to  
20 relay contracts around the states, around the  
21 country, to benefit people who are members of  
22 organizations like Hearing Loss Association of  
23 America when they wanted to participate in  
24 something like a chapter meeting, where there was  
25 no ADA obligation to provide access. This was an

1 individual group, so there was no way for them to  
2 participate remotely, especially all -- the  
3 Association of Late Deafened Adults, they were a  
4 driving force behind this, because a lot of those  
5 folks met on-line, or they met by phone because  
6 they were -- especially in rural areas, but because  
7 of that setting, there was no ADA responsible party  
8 to provide the captioning.

9 So my point to you, and to the PSC, is if  
10 that's not the intension, if there is an ADA  
11 obligated party that we are funding minutes with,  
12 is that something we are okay with? Or should we  
13 go back to the university and say, no, this is part  
14 of making your university services accessible to  
15 your students, whatever they need. You cannot look  
16 to the minutes that people who don't have that  
17 opportunity would use these minutes. Is that -- do  
18 you follow that?

19 MR. WILLIAMS: Yes, I follow it.

20 And to address that question, I would defer to  
21 Sprint. The RCC, even though at the Commission, we  
22 are full any support of RCC, and we've actually  
23 used the service.

24 We had a meeting about a month ago where we  
25 actually used it, and we are looking to incorporate

1           RCC more into our meetings here, and some of the  
2           things that we do here at the Commission. It's  
3           a -- there are some technical issues that our  
4           technical staff is looking at. But we fully  
5           support RCC. It's a great service. But as far as  
6           how the service is provided, it is not a part of  
7           the relay contract with Sprint. Sprint is actually  
8           offering the service kind of as a courtesy. So in  
9           terms of how they provide that service, and offer  
10          it, I would defer to Sprint.

11                   MS. MORAN: Thank you, Curtis. I appreciate  
12           that. And that goes back to James' comment about  
13           should we publicize this?

14                   But I think Jeffrey Branch will recall, he and  
15           I went back and forth through emails trying to  
16           decide whether we publicize it and run the minutes  
17           down so that they are gone, but we are six months  
18           through the year and there are no more, or do we  
19           just wait for word of mouth and hope that those  
20           minutes will last?

21                   And the minutes haven't been the same. I  
22           think -- for some reason, I thought they were lower  
23           in one of the years, and then they went up, that  
24           we --

25                   MR. FORSTALL: This is total for the

1 year-to-date.

2 MS. MORAN: Not billable, but available  
3 minutes. I may be -- I may be --

4 MR. BRANCH: It's on the next page. If you  
5 flip to the next page, you can see the available.  
6 That's the total right there, and that's -- look at  
7 February.

8 MS. MORAN: But -- and so I was just curious  
9 whether that was something that we could  
10 publicize --

11 MR. BRANCH: This the total number right here.

12 MS. MORAN: -- something that FTRI would want  
13 to talk about, but we want to do so making sure  
14 there is not all kinds of people pulling down that  
15 pool of minutes and there is really --

16 MR. BRANCH: -- there is 30,000 left.

17 MS. MORAN: Anyway, thank you.

18 MR. BRANCH: If I may, I just want to, like,  
19 comment, give you a little bit of history behind  
20 that.

21 When we first -- wait, this was -- when we got  
22 the new contract, which we had 30,000. Prior to  
23 that, it was 15,000, if you remember. And then  
24 prior -- yeah. And then so the first year, it  
25 seemed like we were hitting our mark. We were

1 coming up to close to 15,000 in the middle of the  
2 year, and so we were -- we were getting pretty  
3 close. And so when we got near that, we stopped  
4 services, and so nobody was using that until the  
5 following fiscal year.

6 And so some people approached us and said,  
7 there is -- I mean, RCC is not, you know, providing  
8 any more services. And we had to tell them, no, we  
9 stopped. And that was the point of renegotiating  
10 that contract. So we started being more careful in  
11 terms of how we marketed and distributed that  
12 information henceforth.

13 Now, we've got -- we want more than, you know,  
14 prior years.

15 COURT REPORTER: I can't hear.

16 MR. WILLIAMS: Excuse me, Mr. Forstall, we  
17 need you to speak into the mic, or turn your mic  
18 on. Thank you.

19 MR. FORSTALL: This is James. I asked Jeff,  
20 when did the new 30,000 minutes start, this year or  
21 prior year?

22 MR. BRANCH: Okay. This -- last year. Last  
23 year was the first year when that started. And  
24 this is the second year. This is the second fiscal  
25 year now. We are going into -- this year will be

1 the second fiscal year.

2 MR. FORSTALL: This is James again.

3 So if I am looking at the chart, it looks like  
4 we left over 24,000 available billable minutes on  
5 the table. And I think we need to let the public  
6 know that it's available somehow. It's a service  
7 that a lot of people can use, for sure.

8 Thank you.

9 MR. WILLIAMS: I would -- I would make a  
10 couple of suggestions.

11 No. 1, I think, Mr. Branch, for the next  
12 meeting, if you can provide a little more detail on  
13 some of the -- some of the things that Sprint is  
14 doing to promote RCC, and how you go about  
15 informing the public in Florida on the availability  
16 of the service, that would -- that would be  
17 helpful.

18 And No. 2, if you can answer the question now,  
19 or if you want to address it at that time, can you  
20 provide just a little more detail on some of the  
21 organizations that actually use the service? You  
22 mentioned some, like the University of Central  
23 Florida, but if you can maybe provide a little more  
24 detail on who is actually using RCC.

25 MR. BRANCH: Yes. I can provide that

1 information at the next meeting. My only concern  
2 about who is using the RCC is this is confidential  
3 information, and so I want to be -- I want to  
4 protect our consumers that are using it, that  
5 particular service. There is a sticky line, and so  
6 that's one concern.

7 But talking about how we advertise, and who we  
8 target, and which groups are, you know, tend to use  
9 our RCC services, that can definitely be provided.  
10 So, you know, that will give you a general idea of  
11 who's using the RCC services.

12 But I mentioned UCF because they approached me  
13 and, you know, and they said, you know, we know you  
14 provide RCC, and so we had, you know, a more  
15 in-depth discussion. So we have these people using  
16 this and -- but we weren't exactly sure, you know,  
17 so -- but they had pulled up the information. But  
18 we want to protect their confidentiality, you know,  
19 so we don't want to talk specifically about who  
20 within that organization used the service. But at  
21 the next meeting, I can definitely provide you with  
22 some information and a discussion of what we plan  
23 to do and for going forward.

24 But we tend to -- right now, it's generally  
25 word of mouth. We don't have any advertisement,



1           any print, anything that we put out there. People,  
2           when they go to events, when they go to a booth, I  
3           see that they -- they are talking about -- I hear  
4           them saying, God, I wish -- I wish we had more  
5           access to their conferences, their meetings. And  
6           then I will go up to them and say, you know, we do  
7           provide RCC, and you can use that for your  
8           meetings. And that's when a conversation ensues.  
9           So that's -- that's mostly, you know, how that --  
10          that gets out there.

11                   MR. WILLIAMS: Thank you for that  
12          clarification.

13                   I recall, maybe a year ago, or several years  
14          ago, when you first proposed the service, we did  
15          have that discussion where we looked in detail at  
16          the confidentiality issue, and we -- we understand  
17          that, that you can't specifically -- there may be  
18          some issues regarding specifically identifying a  
19          person, or an organization.

20                   But if you can just identify the categories,  
21          like, you know, I do understand that there have  
22          been some state agencies, I think Florida  
23          Coordinating Council for the Deaf and Hard of  
24          Hearing was a big user early on. But if you can,  
25          you know, identify the categories, state agencies,

1           universities, organizations that provide direct  
2           assistance to the deaf and hard of hearing  
3           community, or other, you know, categories, that  
4           would -- that would be helpful without identifying,  
5           you know --

6           MR. BRANCH:   Okay.  I can definitely do that.  
7           Yeah.

8           MR. WILLIAMS:  And, you know, we -- it's  
9           something that our staff, we've discussed  
10          internally.  We are looking into possibly having a  
11          conference call between this meeting and the  
12          October meeting.  And one -- one thing that we  
13          wanted to do was to use RCC again.

14          As I indicated, we have used the service  
15          before where we had some meetings.  And thanks to  
16          Mr. Forstall, he actually asked if we could use  
17          RCC, and we had a couple of -- a meeting with him  
18          and we used it.

19          And it was -- it was a good experience, but  
20          there are just -- as I indicated earlier, there are  
21          some technical issues that our staff wanted to take  
22          a look at before we use it here with the TASA  
23          meeting, because, as you know, we have  
24          interpreters, we have a court reporter who is doing  
25          captioning, and we also have individuals on the

1 phone. So from a technical standpoint, we do want  
2 to have a little more work with it. And we will  
3 communicate to everyone and then let you know about  
4 a, you know, if we schedule a conference call prior  
5 to our October meeting, and we can utilize RCC at  
6 that time.

7 And that would be a good time, Jeff, if you  
8 could, you know, be prepared to provide some  
9 information during that conference. It will be a  
10 less formal meeting, you know, the conference call.  
11 But we can discuss it there, and discuss how we may  
12 want to incorporate RCC in our TASA committee  
13 meetings, and have our technical staff here work  
14 out some of the possible wrinkles that would be  
15 involved.

16 So we look forward to doing that. But as far  
17 as promoting the service, and advertising for the  
18 service, I think we -- that's something that we  
19 probably would want to discuss a little more  
20 because, you know, it -- it's a service that's  
21 offered by Sprint, and we will want to get a little  
22 more feedback from Sprint on what approach they  
23 might would want to take.

24 MR. BRANCH: Sure. Yeah. And -- and also, I  
25 want, if I may, add that if we want to do a test,

1           you know, before our October meeting, just let me  
2           know and we can go ahead and arrange that without  
3           having to use, you know, this -- I mean, our --  
4           our -- we can just go ahead and test it, like,  
5           internally, you know, from our -- from our  
6           facility, you know, for our room, just to make sure  
7           that everybody is onboard and we've worked out all  
8           the kinks before we go forward with the RCC. Yeah,  
9           so we can just stay in contact.

10           MR. WILLIAMS: Yes, we will definitely  
11           communicate on that. Thank you.

12           Mr. Forstall.

13           MR. FORSTALL: This is James.

14           Would the Commission or staff be okay with  
15           FTRI and Sprint working together with promoting  
16           this service? Because if we wait until the next  
17           meeting, six months would have gone by, and then  
18           you only got four months left of use for the new  
19           contract. So I am wondering if it's something we  
20           can work together to get this started as soon as  
21           possible?

22           MR. WILLIAMS: Yes. I mean, we -- we don't  
23           have any problems with FTRI working with Sprint. I  
24           just didn't want us to, you know, kind of not  
25           coordinate, basically, with Sprint, because it's --

1           it's a service that they are offering directly.

2           And again, we will look at scheduling a  
3           conference call. Not a meeting. We won't ask  
4           individuals to come here, but we will -- we will  
5           set up a conference call and coordinate with  
6           Sprint, and we will do it as an RCC call prior to  
7           the October meeting.

8           MR. BRANCH: That sounds good. All right.  
9           Perfect.

10          MR. WILLIAMS: Are there any additional  
11          questions?

12          All right. Well, I think that concludes all  
13          the presentations, and we kind of jumped right into  
14          our open discussion session, and that's -- that was  
15          good.

16          So are there any other topics that anyone  
17          would like to address? If not, at this time, I  
18          would like to thank everyone for participating and  
19          we will adjourn.

20          Thank you.

21          (Proceedings concluded at 3:15 p.m.)

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CERTIFICATE OF REPORTER

STATE OF FLORIDA )  
COUNTY OF LEON )

I, DEBRA KRICK, Court Reporter, do hereby  
certify that the foregoing proceeding was heard at the  
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IT IS FURTHER CERTIFIED that I  
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same has been transcribed under my direct supervision;  
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DATED this 3rd day of May, 2019.



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